

What is claimed is:

1. A travel arrangement system for a plurality of consumers comprising:

a database storing information regarding a set of groups comprising the plurality of consumers having at least 5 one common consumer preference parameter per group;

a database processor generating said database as a function of a plurality of consumer preference parameters comprising said at least one common consumer preference parameter; and

10 a travel agent negotiating a discount rate from a travel service provider for one of said set of groups.

2. The system of claim 1, wherein said database processor determines a lowest cost travel service from a plurality of travel service providers and wherein said database books at least one of said multiple groups of the plurality of consumers into a travel package.

3. The system of claim 1, wherein at least one of 20 said multiple groups of the plurality of consumers is booked into a travel package, and wherein said database processor substitutes an alternate service for at least a portion of a cost saving generated from group booking through a travel service provider.

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4. The system of claim 3, wherein said alternate service comprises SCUBA related activities or equipment.

5. The system of claim 4, wherein said database 30 processor receives SCUBA certification and consumer requirement information for said SCUBA related activities and

stores said SCUBA certification and consumer requirement information in said database, wherein said database processor generates at least one individualized shopping list of needed SCUBA gear for one or more members of said at least one of 5 said multiple groups of the plurality of consumers.

6. The system of claim 5, wherein said individualized shopping list is filled out automatically as a function of said consumer requirement information.

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7. A method for arranging travel comprising:
receiving travel information from a plurality of consumers;

generating a grouping of consumers having common 15 travel requirements;

contacting at least one service provider; and
negotiating a group discount with said at least one service provider as a function of said grouping.

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8. The method of claim 7 further comprising:
soliciting said travel information from said plurality of consumers.

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9. The method of claim 7 further comprising:
generating a plurality of groupings of consumers having common travel requirements.

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10. The method of claim 7 further comprising:
contacting a plurality of service providers; negotiating group discounts from said plurality of service providers; and determining which of said plurality of service providers offers a lowest rate.

11. The method of claim 7 further comprising:
booking said grouping of consumers into a travel package as a
function of said group discount.

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12. The method of claim 11 further comprising:
substituting an alternate service for said group discount.

10 13. The method of claim 12, wherein substituting
further comprises generating a package comprising SCUBA
related activities or equipment.

15 14. The method of claim 13 further comprising:
automatically signing said grouping of consumers in a SCUBA
certification program; storing results of said SCUBA
certification program; and generating individual consumer
SCUBA information for use by SCUBA instructors at a travel
destination included within said travel package.

20 15. The method of claim 12 further comprising:
marketing said alternate service in tandem with said travel
package.

25 16. A method for arranging travel comprising:
receiving travel information from a plurality of
consumers;

generating a grouping of consumers having common
travel requirements as a subset of said plurality of
consumers;

30 contacting at least one service provider;
negotiating a group discount with said at least one
service provider as a function of said grouping;

substituting a SCUBA related activity for cost savings associated with said group discount;

generating an individualized SCUBA information profile for at least one member of said grouping of consumers;
5 and

booking said grouping with said at least one service provider.

17. The method of claim 16 soliciting said travel
10 information from said plurality of consumers through an internet or mass mailing system.

18. The method of claim 16 further comprising:
contacting a plurality of service providers; negotiating group
15 discounts from said plurality of service providers; and determining which of said plurality of service providers offers a lowest rate.

19. The method of claim 16 further comprising:
20 pairing said at least one member with a SCUBA instructor, wherein said SCUBA instructor receives said individualized SCUBA information profile.

20. The method of claim 16, wherein generating said
25 individualized SCUBA information profile further comprises training said at least one member on-line; and testing said at least one member on-line.